

Notice of Allowability	Application No.	Applicant(s)	
	10/615,593	MIKA, JOERN	
	Examiner	Art Unit	
	Tadesse Hailu	2173	

-- The **MAILING DATE** of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the AMENDMENT submitted on January 31, 2007.
2. ☒ The allowed claim(s) is/are 3-7.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 7. <input type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

Examiner's Statement of Reasons for Allowance

1. This *Examiner's Statement of Reasons for Allowance* is in response to the AMENDMENT submitted January 31, 2007.
2. Claims 3-7 are allowed; and claims 1-2 and 8-9 are canceled by the Applicant.
3. The following is an examiner's statement of reasons for allowance:

The present invention is directed to a system and method for selecting content for delivery over a computer network. A file with code for displaying an electronic page containing an embedded content-tag is downloaded at a user display station. The present invention is also directed to the claimed method for selecting a content campaign, in a system in which a user may view a plurality of electronic pages. The electronic pages include space for displaying content associated with a selected content campaign. A plurality of content campaigns is assigned to the space. When a viewer downloads the electronic page, a subset of content campaigns is identified from the plurality of content campaigns to display to the viewer based on, at least, targeting criteria. An initial share value is determined for each of the content campaigns in the subset. A chance value for each of the content campaigns in the subset is determined. The chance value is based at least in part on a number of times each of the content campaigns fulfilled the targeting criteria for each one of the spaces. The initial share value is adjusted if necessary based on the chance value. A number of numerals are assigned to each of the content campaigns in the subset, where the number is based on the adjusted share value. A random numeral is generated and the content campaign

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that is assigned a numeral corresponding to the generated random numeral is selected from the subset of content campaigns.

Gardner et al (US Pat No. 7,003,734) relates to the field of creating and displaying images over a large computer network, and in particular, creating and displaying images including pop-up images. The improvement of Gardner over the previous invention is that he provides a method by which a user no longer needs to click on the banner to determine the nature of the website that is indicated by the link. Gardner further a system that enables a user on a web site to traverse a banner presented on the web site to display an image in response to the traversing of the banner b providing the banner with a hot spot having an associated image and activating the hot spot when the indicator traverses the hot spot. This enables the associated image of the hot spot when the traversed hot spot is activated in order to provide an enabled image. Gardner however fails to teach the method steps for selecting a content campaign as recited in claims 3-7 of the current invention.

Marks et al (WO 00/41112) disclose a method and apparatus for micro-targeted advertising is described. An advertisement profile is dynamically determined for a user of a networked device at initial login. In one embodiment, this profile can include user demographic data, and terminal advertisement requirements and/or restrictions. An advertisement placement script is generated based, at least in part, on the user's advertisement profile and the time of login, from a pool of active spots. In one embodiment, the script is used to determine the target location, placement order/sequence, placement duration, and presentation/ modification/update trigger

events for one or more advertisement spots. One or more advertisements are displayed to the user of the networked device. An active script can be modified, re-ordered, updated, or completely re-generated and replaced during a user session either by a scripted trigger event or via an external message from the remote server.

Marks, however fails to teach the method steps for selecting a content campaign as recited in claims 3-7 of the current invention.

Dorfman (WO 01/11504) discloses a method and system for providing HTML links to advertisements that facilitates updating the linking mechanism. With the present invention, a web page, which is designed to display an advertisement, includes a first relatively simple macro tag, which provides a link to a first server. When a user's web browser retrieves the first web page, the browser will execute the first link and retrieve a file from the first server. The retrieved file will include the HTML instructions or JavaScript required displaying the desired advertisement. The user's browser will execute the instructions or script in the retrieved file and appropriately display the advertisement (e.g. a gif-image or Java applet). Dorfman however fails to teach the method steps for selecting a content campaign as recited in claims 3-7 of the current invention.

Anderson et al (US Pub No. 2004/0093327) allows advertisers to put targeted ads on any page on the web (or some other document of any media type). The present invention may do so by (i) obtaining content that includes available spots for ads, (ii) determining ads relevant to content, and/or (iii) combining content with ads determined

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to be relevant to the content. Anderson too fails to teach the method steps for selecting a content campaign as recited in claims 3-7 of the current invention.

Thus, prior art neither renders obvious nor anticipates the combination of claimed elements in light of the specification.

CONCLUSION

4. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

5. Information regarding the status of an application may be obtained from the patent application information retrieval (PAIR) system. Status information for published application may be obtained from either Private -PAIR or Public-PAIR. Status information for unpublished applications is available through Private-PAIR only. For more information about the PAIR system, please see pair-direct.uspto.gov web site. Should you have questions regarding access to the PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

6. Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Tadesse Hailu, whose telephone number is (571) 272-4051. The Examiner can normally be reached on M-F from 10:30 – 7:00 ET. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Kincaid, Kristine, can be reached at (571) 272-4063 Art Unit 2173 and 2174.

Examiner Tadesse Hailu

Art Unit 2173 – Operator Interface 3/30/07

TADESSE HAILU

Patent Examiner

